

for your **Benefit**



Department of Health and Family Services
Division of Health Care Financing

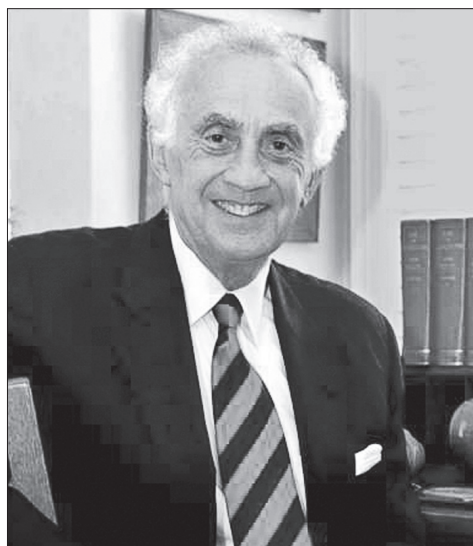
A newsletter for HIRSP policyholders

Spring 2006

Members Appointed to New HIRSP Authority Board of Directors

Governor Doyle recently announced confirmation of thirteen appointments to the newly formed Health Insurance Risk Sharing Plan Authority (HIRSP Authority) Board of Directors. The Assistant Deputy Commissioner of Insurance will also sit on the HIRSP Authority Board of Directors, as a nonvoting member.

The HIRSP Authority Board of Directors will be responsible for approving the program budget and administrative contracts, overseeing performance standards for the plan administrator, collecting assessments from insurers, and other duties as outlined by state law. The members of the new HIRSP Authority Board of Directors are:



Dennis Conta

**Chair, HIRSP Authority Board of Directors
& Chair, Strategic Planning Committee**
President, Conta and Associates, Inc.

Mr. Conta has spent many years in public service and will serve as Chair of the HIRSP Authority Board of Directors. A former state legislator and Secretary of the Department of Revenue, he launched his Milwaukee-based consulting company in 1979. Specializing in the areas of governmental relations and public policy research, Mr. Conta has provided service to a broad range of Milwaukee corporations, trade associations, and city, county, and state agencies.

Michele Bachhuber

*Internal Medicine Specialist, Marshfield Clinic,
and Medical Director, Security Health Plan*

Dr. Bachhuber will represent the Wisconsin Medical Society on the HIRSP Authority Board of Directors. She has been actively involved with the Medical Society for the past 14 years, serving as chair of the Council on the Health of the Public and chairing a task force on obesity.

Jay Fulkerson

CEO, UnitedHealthcare of Wisconsin

Mr. Fulkerson joined UnitedHealthcare (UHC) in April 2004 and serves as the

CEO of UnitedHealthcare in Wisconsin and Michigan. Prior to joining UHC, he served as President and CEO of Touchpoint Health Plan of Appleton and in leadership positions with Partners National Health Plan. As a Regional Vice President for McNerney Heintz, Inc., he was responsible for management of Physician Hospital joint ventures in Milwaukee and Chicago.

Michael Gifford

Chair, HIRSP Legislative Committee
COO, AIDS Resource Center of Wisconsin

Mr. Gifford serves as Chief Operating Officer for the AIDS Resource Center of Wisconsin (ARCW), one of the largest and most comprehensive AIDS service agencies in the country. The ARCW provides an array of important health care and support services and offers a continuum of AIDS prevention programs.

Dianne Greenley

Chair, HIRSP Consumer Committee
Supervising Attorney, Disability Rights Wisconsin

Ms. Greenley is a supervising attorney at Disability Rights Wisconsin, the state's protection and advocacy agency for persons with disabilities. She was involved in developing the legislation that created HIRSP and will serve

Dennis Conta of Milwaukee, Chair of the new HIRSP Authority Board of Directors. Overall administration of the Health Insurance Risk Sharing Plan (HIRSP) will pass to the newly formed HIRSP Authority on July 1, 2006.

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as consumer advocate on the HIRSP Authority Board of Directors. Ms. Greenley has served on the HIRSP board of directors since 1980.

Patricia Jerominski

President and CEO, Independent Care Health Plan (iCare)

Ms. Jerominski has served as President and CEO of Independent Care Health Plan (iCare) since 1998. She has more than 20 years of health care experience, including positions as Director of Government Programs for Humana, Director of CompCare Health Services' Medicaid Program, and Director of the Federally Qualified Milwaukee Indian Health Center. Earlier in her career, Ms. Jerominski served as the Milwaukee-based Program Director for the State of Wisconsin's Division of Health HMO Program. She was appointed by the Governor to the Wisconsin Council on Long-Term Care Reform and is a board member of Independence First and St. Amelians-Lakeside.

Joe Kachelski

Vice Chair, HIRSP Authority Board of Directors & Chair, Finance and Audit Committee

Vice President, WHA Information Center

Mr. Kachelski joined the Wisconsin Hospital Association Information Center in 2003 as Vice President. He previously served as Deputy Director of the Wisconsin Association of Health Plans; Director of Strategic Planning, Communications, and Compliance for Physicians Plus Insurance; and in government relations at Wisconsin Physicians Service Health Insurance.

Wayne MacArdy

Owner, Phillips Pharmacies

Mr. MacArdy will represent the Pharmacy Society of Wisconsin on the HIRSP Authority Board of Directors. He is a pharmacist and owner of Phillips Pharmacies, with two of their five pharmacies located in Mauston.

Eileen Mallow

Assistant Deputy, Office of the Commissioner of Insurance

Ms. Mallow was appointed Assistant Deputy Commissioner of Insurance in November 1999. Her duties at the agency include executive assistance on public policy issues affecting insurance regulation at the state and national level, managing the agency's public information activities, and supervising several fund accounts. From 1995 to 1996, Ms. Mallow served as the director of HIRSP.

Carol Peirick

Controller and Chief Accounting Officer, WEA Insurance Corporation

Ms. Peirick has been the Controller and Chief Accounting Officer for the WEA Insurance Corporation since 1989. She is also a member and treasurer of the board of WisconsinRx Cooperative, a prescription drug purchasing coalition. Ms. Peirick is involved with Easter Seals Wisconsin, serving on the Fiscal Personnel Committee and chairing the Audit Committee.

Deborah Severson

Director of Administration, Realityworks

Ms. Severson serves as Director of Administration for Eau Claire-based Realityworks, a simulation educational products and programs company. Her responsibilities there include finance, information systems, product support, human resources, and selection of employer-sponsored benefit programs. She previously spent fifteen years working in the health care industry. In all, she has more than twenty-five years of experience purchasing and administering employer-sponsored health plans. She will serve as the small employer group representative on the HIRSP Authority Board of Directors. Ms. Severson has served on the boards of directors of the La Crosse YWCA and McKinley Charter School, Eau Claire. She is an active member of Rotary International and currently serves as Governor for District 6250, largely defined as Western Wisconsin.

Luann Simpson

Program Coordinator, NAMI-Consumer Advocacy Team, NAMI-Racine

Ms. Simpson is a Masters-prepared clinical social worker and has served as Program Coordinator of the Consumer Advocacy Team at the Alliance on Mental Illness of Racine County since 1997. She has worked in a variety of health care settings, including inpatient mental health and hospice. Ms. Simpson will serve as a policyholder member of the HIRSP Authority Board of Directors.

Annette Stebbins

Chair, HIRSP Grievance Committee
Owner, Beaucoup Ideas

Ms. Stebbins has represented the interests of HIRSP policyholders as a board member since 1994. Her work experience includes more than 20 years in media sales, commercial production, talent, and marketing. She currently runs Beaucoup Ideas, a consulting business. Ms. Stebbins is a member of the Madison chapter of TEMPO, an international business organization for women, and has chaired the Henry Vilas Park Zoological Society board of directors and University of Wisconsin Foundation Ophthalmology and Visual Sciences board.

Larry Zanoni

Executive Director, Group Health Cooperative of South Central Wisconsin

Mr. Zanoni is the Executive Director of Group Health Cooperative of South Central Wisconsin (GHC). Mr. Zanoni has been with GHC since its inception in 1975, serving as Operations Director from 1975 to 1987 and Executive Director since 1988. He is active with the Wisconsin Association of Health Plans, where he has served as Treasurer since 1989. Mr. Zanoni serves on the boards of the American Red Cross—Badger Chapter and Alliance for Community Health Plans and is an active member of the Downtown Rotary Club.

Online Claims Look-Up Tool Provides Instant Information

As a HIRSP policyholder, you can take advantage of time-saving account management tools made available by our administrative services provider. Among these resources is the helpful claims look-up tool, which will give you easy access to claim status information.

To gain access to the online claims look-up tool, you need to register on the Self-Service Center page of the HIRSP Web

site. Simple directions walk you through the process of choosing a username and password, which will be needed each time you wish to access your account.

Pick a user name

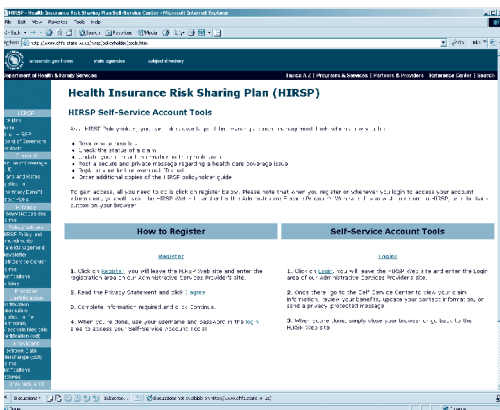
and password that will be easy for you to remember, and write them down for future use. You will need to change your password every 180 days.

Once you're registered, you'll be able to log in and check the status of your claim. You'll also be able to:

- Review your benefits
- Update your contact information in the profile area
- Post a secure and private message regarding a health care coverage issue
- Order additional copies of the HIRSP policyholder guide

Please note that at the time you register or whenever you log in to access your account information, you will leave the HIRSP Web site and enter the administrative services provider's Web site. If you wish to return to the HIRSP site, use the back button on your browser.

To access the online HIRSP Self-Service Center, go to www.dhfs.state.wi.us/hirsp/policyholder/tools.htm.



Tools and Resources Help You Plan Ahead for Difficult Decisions

Some of life's toughest decisions relate to medical care, especially at the end of life. Planning ahead through advance directives can ensure your wishes regarding health care will be respected and carried out.

Advance directives are signed and witnessed documents that provide specific instructions for health care treatment or decision making in the event a person is unable to make those decisions. A living will (also called Declaration to Physicians) and Durable Power of Attorney for Health Care are two common types of advance directives.

Living Will

A living will specifies what kind of life-prolonging procedures you want to be withheld or withdrawn should you become incapacitated. It is used when a person is terminally ill or in a persistent vegetative state and unable to make treatment decisions. This document does not let you select someone to make

decisions for you; rather, it specifies the kind of treatment you wish to receive in certain situations. Family members and others who are familiar with your values and wishes have no legal standing to interpret the meaning of the living will.

Durable Power of Attorney (DPA) for Health Care

The Durable Power of Attorney (DPA) for Health Care is a document in which you designate an agent to make health care decisions for you if you become temporarily or permanently unable to make such decisions on your own. Unlike most Living Wills, the Durable Power of Attorney for Health Care does not require a person to have a terminal condition. The agent must be chosen with great care since he/she will have authority to make decisions about whether health care will be provided, withheld, or withdrawn. It is extremely important that you carefully discuss your wishes and instructions with the agent before and at the time the

document is signed. Such discussions should also continue after the document is signed.

Forms Available Online

Advance directives do not need to be complicated legal documents. They can be short, simple statements about what you want done or not done if you cannot speak for yourself. However, anything you write should conform to Wisconsin state law. You can download our state's advance directive forms from the Wisconsin Department of Health and Family Services Web site at www.dhfs.state.wi.us/forms/AdvDirectives/ADFormsPOA.htm. After completing the forms, you may want to have them reviewed by your doctor or lawyer to make sure your wishes are clearly stated and understood. Advance directives should be notarized, if possible, and copies should be given to family members and your doctor.

Sources: www.internationaltaskforce.org/advdir.htm
www.compassionandchoices.org

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For Your Benefit seeks to provide information about the Wisconsin Health Insurance Risk Sharing Plan (HIRSP) for HIRSP policyholders and the public.



For Your Benefit is published by the Wisconsin Department of Health and Family Services, Division of Health Care Financing, and circulated free by request. This newsletter is also published on HIRSP's Web site at dhfs.wisconsin.gov/hirsp/. Other information, forms, notifications, and documents are also available on the HIRSP Web site.

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Madison, WI 53708-8961

Call HIRSP at:
1-800-828-4777 (toll free)
221-4551 (Madison area)

PHC 12765 (06/06)

HIRSP Transition News

Overall administration of the Health Insurance Risk Sharing Plan (HIRSP) will pass from the Wisconsin Department of Health and Family Services (DHFS) to a public HIRSP Authority on July 1, 2006, under legislation passed by the Wisconsin Legislature.

This change will have minimal effect on policyholders. WPS Health Insurance will continue to serve as the HIRSP plan administrator.

All HIRSP Customer Service telephone and fax numbers will remain the same. You will continue to receive the prompt and personal service you've come to expect.

We'd like to hear from you! If you have suggestions for articles you would like to see covered in future issues of *For Your Benefit*, please send them to the address listed at left.